



Department for  
Digital, Culture  
Media & Sport

## Heritage Statement 2017



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*Front cover photographs*

*Top left: Holmes Mill Clitheroe, Lancashire. © Historic England*

*Top right: Lanyon Quoit, Cornwall. © DCMS*

*Bottom left: Brusselton Incline Group members on the former Stockton & Darlington Railway, Shildon, County Durham. © Historic England*

*Bottom right: Humber Bridge. © Historic England*

# Foreword

By John Glen, Minister for Arts, Heritage and Tourism

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Our heritage is all around us. In our towns and cities, and in our villages and rural areas. In historic buildings, places of worship, inspiring landscapes, ancient ruins and archaeological sites, statues and memorials. In places where great events happened, where famous figures of the past wrote their names in the history books, and where countless ordinary men and women lived and worked. It speaks to us of who we are and where we have come from, of how we came to be the people and the nation we are today.

I know from my own constituency, which includes the World Heritage Site of Stonehenge and the historic market town of Salisbury with its famous cathedral, how important our heritage is for our economy and society. It attracts visitors from across the country and around the world. It is a key part of our tourism offer and our soft power. It provides employment for hundreds of thousands of people and volunteering opportunities for thousands more. It contributes to our economy. It helps to create places where we want to live, work, enjoy our leisure and come together in our communities.

Our heritage requires careful protection and sympathetic conservation. But we need to focus our investment to protect, conserve and enhance our heritage where it delivers the greatest benefits today and in the future. We must ensure that our heritage helps to create great places to live, work, visit, and do business, as well as contributing to our economy, our wellbeing and the regeneration of our communities. We must aim to improve access to our heritage and extend opportunities to enjoy and learn about it to everyone in every community. And we must maximise the power of our heritage as an asset in our international outlook and use it to promote our country around the world.

This statement sets out the government's direction and priorities for England's heritage in the coming years, building on the commitments we made in the Culture White Paper in 2016 and our broader Industrial Strategy. It is structured around four key themes and it focuses on areas where the government can help

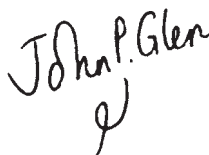
to support and develop the heritage sector and add value to the work of heritage organisations, specialists, professionals, volunteers and all those responsible for the management, protection and promotion of our heritage.

Meeting the challenges which this statement identifies will help to create a sector which is strong, confident, connected and outward-facing. Across the country people and organisations are already working together and with partners from other sectors to take on the challenges of today and those of tomorrow, making strategic decisions about funding and collaborating in joint initiatives and projects so that everyone in the country can access and enjoy our nation's culture and heritage.

I am committed to working with the heritage sector and to being a champion for heritage within government. My ministerial portfolio, which covers the arts, museums, libraries and tourism, as well as heritage, presents a golden opportunity to build strong links between heritage and the other cultural sectors and to harness the synergies across these sectors to promote and strengthen the contribution they make to delivering the government's ambitions for our country.

I am also determined to develop the links between heritage and other areas of my department's business, including the digital agenda and the work of the Office for Civil Society, as well as the government's wider economic, social and environmental objectives.

Our heritage is an essential part of our cultural landscape, our economy and our country. It is globally-renowned and world-leading. This statement is a reaffirmation of the government's commitment to support the heritage sector and to help it protect, maintain and promote our heritage and ensure that it remains vibrant and relevant in the 21st century.

A handwritten signature in black ink, reading "John P. Glen" with a stylized flourish underneath.

**John Glen MP**

Parliamentary Under-Secretary of State

# Introduction

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This heritage statement sets out how the government will support the heritage sector and help it to protect and care for our heritage and historic environment in the coming years, in order to maximise the economic and social impact of heritage and to ensure that everyone can enjoy and benefit from it.

The statement applies to England only, except where it relates to international issues and UK-wide policies and programmes.

## **The government framework for heritage**

The UK government is responsible for heritage in England, including funding for England-only bodies such as Historic England. It also has a role in promoting and supporting the heritage sector across the UK and in promoting it abroad. It is responsible for a number of policies and programmes which benefit the sector across the whole of the UK. These include tax reliefs and incentives, funding from the UK-wide sale of National Lottery tickets, the UK City of Culture programme, the GREAT campaign and the promotion of UK cultural exports. The UK government is also responsible for the Heritage Lottery Fund, which distributes National Lottery funding to the heritage sector across the whole of the UK, and VisitBritain which promotes the UK as a tourist destination.

In Scotland, Wales and Northern Ireland, other aspects of heritage policy and support for the heritage sector are the responsibility of the Scottish Government, the Welsh Government and the Northern Ireland Executive respectively. They also work closely with the UK government on international issues relating to heritage and other matters of mutual interest.

## **The heritage sector in England**

England's heritage sector is broad and multifaceted. It ranges from large national public bodies and charities to numerous local organisations, charities and voluntary organisations, small and medium sized businesses and many thousands of private owners, volunteers, academics and campaigners. Together they protect and care for, manage and research many thousands of historic buildings, places of worship, parks, gardens and landscapes, ancient monuments, archaeological sites, war memorials, places of worship and maritime wrecks. Although some

of our best known historic buildings and sites are in the care of major national organisations, such as English Heritage, the National Trust and the Church of England, most of our heritage is cared for by private owners. Given the breadth and diversity of our tangible and intangible heritage, it engages and impacts on communities across the country.

The government, national agencies and local authorities all play a role in helping to support and develop England's heritage sector and in conserving and protecting our heritage.

In 2015, English Heritage was divided into Historic England and the English Heritage charity. Historic England is the government's principal advisory body for the historic environment in England. It is also responsible for applied research, the listing system and dealing with planning matters, and it provides expert advice, support and grants for the heritage sector across England. The English Heritage charity manages and cares for over 400 historic buildings and sites in the National Heritage Collection in England.

In 2017, The Royal Parks independent charity was launched and took over the management of London's eight royal parks and other important open spaces in the capital from the former Royal Parks Agency.

## The value of heritage

Heritage has economic, social and environmental value.

In 2016, heritage is estimated to have generated a Gross Value Added (GVA) of £987 million<sup>1</sup>. Data published recently by Historic England indicates that heritage creates direct and indirect employment for around 278,000 people in England<sup>2</sup>. Previous research commissioned by English Heritage in 2010 found that £1 of public sector investment in heritage-led regeneration generates £1.60 in additional economic activity over a 10-year period – a 60% return on investment<sup>3</sup>.

Heritage is an economic driver for the tourism sector and one of the key reasons for people coming to visit the UK. Around half of all holiday visits to the UK include a visit to a castle or a historic house, and there were 94 million visits to England's National Parks in 2015<sup>4</sup>. Research published by Historic England

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<sup>1</sup> <https://www.gov.uk/government/collections/dcms-sectors-economic-estimates-2016-gva>

<sup>2</sup> <https://content.historicengland.org.uk/content/heritage-counts/pub/2017/heritage-and-the-economy-2017.pdf>

<sup>3</sup> <https://content.historicengland.org.uk/content/heritage-counts/pub/Impact-HE-Regeneration>

<sup>4</sup> [http://www.nationalparksengland.org.uk/\\_\\_data/assets/pdf\\_file/0016/1025215/NPE-Prog-ReportFS.PDF](http://www.nationalparksengland.org.uk/__data/assets/pdf_file/0016/1025215/NPE-Prog-ReportFS.PDF)

shows that, in 2015, domestic and international heritage-related visits generated £16.4 billion in expenditure in England, contributing £2 billion to the Exchequer in tax revenue<sup>5</sup>. The Tourism Action Plan published in 2016 outlines how the government will ensure that the economic benefits of tourism are felt in all regions of the country.

The social benefits of heritage range from increased social cohesion and a greater sense of identity to improved wellbeing and better learning and skills outcomes. According to research published by the Heritage Lottery Fund, heritage volunteers have levels of mental health and wellbeing far higher than for the general population. The same study showed that more than one in three volunteers reported an increase in self-esteem and confidence in their abilities, over 90% benefitted from socialising on heritage projects and 72% significantly increased their contact with older adults, leading to increased understanding of people aged over 65<sup>6</sup>. Recent research has also found a range of direct links between exposure to natural environments and improved health and wellbeing<sup>7</sup>.

Protecting landscapes through heritage also delivers a range of environmental benefits. Trees and other plants, rivers and lakes, and geology and soils that are managed on heritage sites all contribute to our economy, wildlife diversity, geodiversity and our quality of life.

According to the government's Taking Part survey, in 2016/17 over 94% of adults agreed or strongly agreed with the statement "It is important to me that heritage buildings or places are well looked after".<sup>8</sup>

## Next steps

We will develop an action plan to take forward the issues and proposals set out in this statement. We will build on the steps we have already taken following the 2016 Culture White Paper to develop measures and collect data that enable us to report on progress towards achieving our ambitions for heritage and the heritage sector.

<sup>5</sup> <https://content.historicengland.org.uk/content/heritage-counts/pub/2017/heritage-economic-impact-indicators-2017.xlsm>

<sup>6</sup> <https://www.hlf.org.uk/social-benefits-involvement-heritage-projects>

<sup>7</sup> <http://randd.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=19511&FromSearch=Y&Publisher=1&SearchText=BE0109&SortString=ProjectCode&SortOrder=Asc&Paging=1-0#Description>

<sup>8</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/655949/Taking\\_Part\\_Focus\\_on\\_Heritage.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/655949/Taking_Part_Focus_on_Heritage.pdf)



## Case Study: The Piece Hall, Halifax

*"This stunning example of urban renewal should spur on the councils of every major city and town in Britain to do something similar. It is as if St. Mark's Square in Venice has been deposited in West Yorkshire and puts Halifax on a par with major cities in Europe. The only word I can use to describe it is inspirational."*

**Andrew Lloyd Webber, founder of the Historic England Angel Awards**

The Grade I listed Piece Hall in Halifax is a monument to the time when the West Riding of Yorkshire ruled the cloth trade. It has recently undergone a £19 million restoration and transformation programme. The inspirational rescue of this unique Georgian building has returned The Piece Hall to its rightful place as the vibrant centre of the town. The transformation has included the formation of a Trust, which will take over as custodian of the building and improve the quality of the trade, retail and heritage offers available to visitors and residents. Heritage spaces within the building enable visitors to learn about the Hall and its history. At the 2017 Historic England Angel Awards, the project to restore The Piece Hall, was joint winner of the award for Best Rescue of a Historic Building and Overall UK Angel Awards winner.



*The Piece Hall, Halifax. © Historic England*

## Facts and figures

### England's heritage



Over  
**377,000**  
listed buildings

Almost  
**20,000**  
scheduled  
monuments



**52**  
protected  
wreck sites

**18**  
World Heritage  
Sites



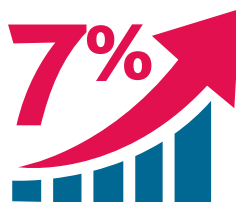
Over  
**400**  
sites in the  
National Heritage  
Collection

### The economic value of heritage<sup>9</sup>



Estimated  
heritage GVA is  
**£987m**  
for 2016

This is a  
rise on the  
estimate for  
2015



Over the same  
period, GVA  
for the United  
Kingdom rose  
by 3.5%



GVA – Gross Value Added

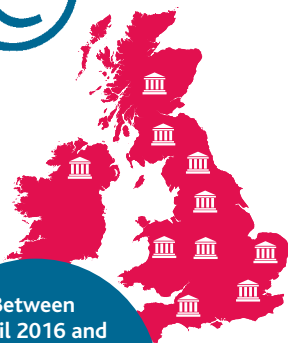
<sup>9</sup> <https://www.gov.uk/government/collections/dcms-setors-economic-estimates-2016-gva>

## National Lottery funding for heritage

Since 1994 the Heritage Lottery Fund has invested over

**£7.7 billion**

in over 42,000 projects across the UK



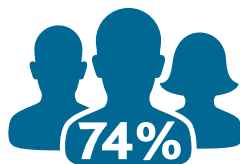
Between April 2016 and March 2017, £462 million was invested in over 1,800 projects

## Visits to heritage sites<sup>10</sup>

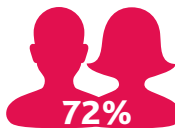
In 2016/17, an estimated

**33 million**

– over **74%** – of all adults in England visited a heritage site



This included over **72%** of all people aged 16-24



**70%**

And **70%** of adults with a long-standing illness or disability

But only **58%** of adults in black and minority ethnic groups



<sup>10</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/655949/Taking\\_Part\\_Focus\\_on\\_Heritage.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/655949/Taking_Part_Focus_on_Heritage.pdf)

## Our heritage creates great places

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Heritage gives places their character and individuality. It creates a focus for community pride, a sense of shared history, and a sense of belonging. Historic buildings and the historic parts of our towns and cities provide a focus for social and economic activity. Our parks are often now the only green space in our towns and cities to meet, play, relax and come close to nature. Traditional farmed and wooded landscapes, our beautiful coastlines and historic villages are widely appreciated. They each have their own distinctive character and atmosphere that fosters creativity, attracts investment, business and visitors and makes them popular places to live. Historic places that are well-maintained and well-managed add greatly to cultural life, community resilience and our individual and collective wellbeing.

We will put partnership working across sectors and with local communities at the heart of our strategy for heritage and the historic environment. In the 2016 Culture White Paper we announced two new schemes to help communities make the most of their heritage.

The Great Place Scheme, funded by our National Lottery distributors for heritage and the arts, is helping to support placemaking in areas where there is a commitment to embed the arts, culture and heritage in local plans and decision-making. Heritage Action Zones, which are supported by Historic England's funding and expertise, are unlocking the untapped potential in areas that are rich in often uncelebrated heritage, reinvigorating historic places to attract new residents, tourists, businesses and investors, and creating economic growth in villages, towns and cities across England.

The report of the Mendoza Review of museums in England provides guidance for local authorities on supporting and sustaining thriving museums, recognising museums' key role in both the economy and community of a place. We will encourage the heritage and museums sectors to work together, with local authorities and with other local partners to maximise their contribution to economic growth, regeneration and community development.

We will take forward development of a Cultural Development Fund to demonstrate the model of place-based development and the role that investment in culture, heritage and the creative industries can play in social and economic growth.



Finding new uses for old buildings contributes to the regeneration of former industrial areas, attracting new investment and new businesses and making them once again places of thriving economic and social activity. Conserving and restoring the factories, foundries, mills and workshops of our industrial heritage, as places to live, work and visit, reminds us of our enterprising past and creates new places to inspire, educate and attract visitors as well as the entrepreneurs, innovators, makers and investors of the future.

England's 60,000 places of worship, covering all faiths, are among our finest historic buildings. They are an integral part of our national identity and of their local communities. Around 15,000 of these buildings are listed, and 45% of all of England's Grade I listed buildings are parish churches. Church of England congregations care for the largest estate of historic buildings still being used for their original purpose. Our places of worship are living buildings and a resource for their local communities. Many thousands of people commit hundreds of thousands of hours to caring for them, and many more enjoy the unique sense of community that they provide.

We will work across government to ensure that the role of heritage in placemaking and economic development is understood and properly integrated into the government's broader Industrial Strategy, Local Industrial Strategies and Town Deals and is included in relevant sector deals.

We will ensure that our support for heritage contributes to the aims of the government's forthcoming 25-year plan for the environment. We welcome Historic England's preparation of a placemaking strategy to ensure that it positively engages with communities.

The conservation and enhancement of our heritage contributes directly to a healthier environment, benefiting people and offering support to thriving rural economies and national prosperity. Within the farmed environment, historic buildings and places are supported by the Common Agricultural Policy. After the UK has left the European Union, we will continue to offer protection to our precious landscapes and rural heritage. We will work across government to continue to protect rural historic sites and features, enhancing the character of our beautiful landscapes and supporting geodiversity.

The public, private and voluntary sectors all play important and complementary roles in creating an effective heritage management system.

Local planning authorities play a central role in conserving and enhancing the historic environment. Their specialist advisers have valuable expert knowledge of their local areas. They are best-placed to know how to maximise the benefits of the heritage in their local area and respond to the needs of local communities. They are also well-placed to galvanise partnerships between local government, local communities, including faith communities, private bodies and owners of heritage sites and historic buildings.

Private sector experts and consultants play a key role in developing understanding of our heritage. Voluntary and community organisations help to ensure that our heritage is fully valued and they play an important and growing part in conserving and caring for it. Historic England provides an advice and training service across the country to develop the skills of specialist heritage staff, planners and developers. Historic England Places of Worship Support Officers are active in 10 dioceses, helping those responsible for churches to understand the fabric and potential of their buildings.

We will encourage local planning authorities to invest in their custodians of the local historic environment and to work more closely with Historic England and the private and voluntary sectors to make better use of the available resources to identify, protect and maintain the historic buildings and places that matter to local communities.

We will continue to explore opportunities to streamline heritage consent processes, maintaining the current level of protection for the historic environment

but reducing burdens on owners and developers and allowing local planning authorities who administer these consents to deliver a more effective service.

This year marks two important anniversaries for heritage. It is the 50th anniversary of the Civic Amenities Act 1967 which introduced Conservation Areas and the 70th anniversary of the Town and Country Planning Act 1947 which introduced listing of historic buildings.

Conservation Areas, which are designated by local authorities, have helped to protect the special and unique features of historic places across the country. Every local authority in England has at least one conservation area, and there are now over 10,000 such areas in England, with over half of them in rural areas. However, in 2017, more conservation areas were added to the Heritage at Risk Register than were removed from it. We will continue to encourage all parties in the public, private and voluntary sectors to work together to ensure that conservation areas remain successful and vibrant historic places that add value to local communities.

Since listing of historic buildings was introduced in 1947, over 377,000 buildings of special architectural or historic interest have been protected, with more being designated all the time. Every listed site is included in the National Heritage List for England and we encourage everyone to “enrich the list” by adding photographs and information about the sites they know and love.

We are reviewing and updating the Secretary of State’s Principles of Selection for Listing Buildings and we will publish a revised version in 2018. We aim to complement this by reviewing our policy on the scheduling of nationally important archaeological sites and publishing the Secretary of State’s Principles for the Selection and Conservation of Scheduled Monuments, so that it is clear what we are protecting and why.

Much of our heritage is in the safe and capable hands of public bodies, national organisations, charitable and voluntary organisations and responsible private owners. However, over 5,000 historic buildings and sites remain on Historic England’s Heritage at Risk register. We will work with heritage organisations to find sustainable solutions to reduce that number and ensure that all our historic buildings and sites are well-maintained and provide long-term economic and social benefits.

Some of our heritage can occasionally be at risk of damage and destruction by unscrupulous owners and developers while it is being considered for listing. We will explore options and opportunities to reduce the risk of this happening and provide better protection for our heritage while an application for listing is being considered.

Local planning authorities maintain, or have access to, historic environment records which are important for informed planning, timely decision-making and increasing public appreciation of their local heritage. National organisations also hold substantial archives and data on heritage and the historic environment. Much of this material suffers from poor accessibility and interconnectivity. Further work is needed to identify, digitise and rationalise heritage and historic environment data and records at both national and local levels and to make them available for wider professional, academic and public use. This will help to improve the quality and timeliness of planning and decision-making and meet the public's appetite for access to original records for family and community history and research. We will work with Historic England, the Heritage Lottery Fund and other partners to find ways of supporting further digitisation and improvements in the quality and availability of relevant information and records.

Heritage protection is most effective, and the benefits of the historic environment are most likely to be seen, when local communities are engaged and encouraged to discover, understand and appreciate their history. Across England, in almost every locality, momentous events have taken place: a world of discoveries, inventions, events and people that helped to shape history and had a profound impact on human life. They are often a source of local, as well as national pride, and a potential source for increased tourism, artistic and cultural endeavour, and economic impact. But too often they are unmarked and not widely known.

Improving access to historical records and stories, supporting people to find out about the people, places and events that have created and shaped their local area, and enabling them to mark and celebrate those that matter to them, will help to make people feel more connected to, and proud of, the places where they live and work. We will work with Historic England and other heritage organisations to launch a new scheme to enable communities to identify, mark and celebrate the locations where history has been made, and the people, places and events that are important to them. This will include a competition to design a plaque or other type of marker to be used.



## Case Study: Hull

*"In Hull's Old Town the HAZ [Heritage Action Zone] is already bearing fruit, pulling partners together to help us to meet our Local Plan target of 2,500 new residential units in the city centre. The Old Town's rich heritage is a key asset in driving up values, attracting investment and bringing in large numbers of visitors, whose spend helps boost the local economy."*

**Councillor Martin Mancey, Portfolio Holder for Economic Investment, Regeneration and Planning, Hull City Council**

As UK City of Culture 2017, Hull has been able to invest in and celebrate its cultural and physical heritage and tell inspirational stories about its role in Britain's history. There has been an economic boost of £60 million in 2017 alone. The Heritage Lottery Fund has awarded £15 million to the "Hull: Yorkshire Maritime City" legacy project to develop three sites including the Maritime Museum. Historic England is supporting Hull through the Old Town Heritage Action Zone, helping to find new uses for historic buildings, providing support, funding and guidance to developers to improve the quality of housing and pedestrian access to the waterfront, city centre and museum quarter. The government has provided funding to help Hull New Theatre and the Ferens Gallery restore and enhance their offer for performers, artists and audiences.



View across Humber Dock, Hull. © Historic England

## Case Study: Quay Place, Ipswich

*"I am delighted to see Grade II\* St Mary-at-the-Quay repaired and returned to the community. Quay Place is a flagship project for CCT; an important example of how historic urban churches can be brought back to life. I hope it will encourage others to embark on bold, imaginative solutions to sustaining our historic environment for future generations."*

**Peter Ainsworth, Chair, Churches Conservation Trust**

Quay Place is a groundbreaking church regeneration project led by The Churches Conservation Trust (CCT) and the mental health charity Suffolk Mind. The £5.1 million scheme sees the rescue of the 'at risk' Grade II\* medieval church, St Mary-at-the-Quay, and its transformation into a unique heritage and wellbeing centre, serving the community as well as local businesses. The church had been at the heart of Ipswich's maritime life but over the 19th and 20th centuries, it became a bystander in a changing and economically deprived part of the town. In 2008, the CCT sought proposals from organisations to collaborate with them to conserve and develop a new use for the church. Suffolk Mind saw the potential for a heritage wellbeing centre, through which a building rich with history could provide a quiet and beautiful space for reflection and relaxation.



## Our heritage is for everyone

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The fascination and attraction of our past is evident. In 2016/17 almost 75% of adults said they had visited a heritage site in the previous 12 months. Almost half of all international holidaymakers to the UK visit a castle or a historic house. Our heritage offers fantastic opportunities for learning and development, volunteering and wellbeing. Evidence shows that people who engage with heritage are happier and have higher life satisfaction and lower anxiety levels than those who do not.

We believe that everyone should be able to benefit from our heritage. We will work across government and with the heritage sector to create and support opportunities for people to engage with heritage as students, workers, volunteers, visitors and enthusiasts.

Young people have long been underrepresented in the heritage sector. They should form a substantial proportion of the people shaping, engaging with and benefiting from heritage. The most recent data from the Taking Part survey shows a significant improvement, with the proportion of people aged 16-24 who visited a heritage site in the last twelve months increasing from 66.3% in 2015/16 to 72.4% in 2016/17. But we need to do more to bridge the gap between primary school and engagement later in life and ensure that the benefits of engaging with heritage are lifelong, supporting skills and employability and connecting people with the places where they live.

The Heritage Schools programme has been funded by the Department for Education since 2012. It has directly supported over 400 schools across England, helping children to understand their local historic environment and its significance, and to be proud of where they live, and it has provided training for teachers in many more schools. The programme has specifically targeted schools with high proportions of children from black and minority ethnic backgrounds, children with special needs and children receiving free school meals. Last year alone we estimate that around 200,000 children were reached by the programme. Historic England is working with a consortium of organisations to find ways to take these high quality experiences outside of the school environment and to offer opportunities to youth groups to become actively involved in caring for their heritage.



This year, the Heritage Lottery Fund has invested £3 million in its Young Roots programme, awarding grants to local youth-led projects, and £10 million in Kick the Dust, a new initiative which aims to create a step-change in the way heritage organisations work with young people. The Heritage Lottery Fund has also recruited a panel of Heritage Ambassadors aged 17 to 24 from across the UK to help decide how Kick the Dust grants should be awarded and to champion heritage and encourage more young people to get involved with heritage.

We will work with partners to build on the successes of these recent initiatives and support the creation of more opportunities for young people to benefit from engagement with heritage outside formal education and to lead heritage social action.

The Historic England Angel Awards, founded by Andrew Lloyd Webber, are an annual celebration recognising the efforts of local individuals who have gone to extraordinary lengths to protect, save and share their local heritage. The special category, dedicated to the under 25s, recognises the inspiring commitment, enthusiasm and achievements of our young heritage champions.

Over 700 businesses, charities and other organisations, including the National Trust, the Canal and River Trust and the Heritage Lottery Fund, have pledged support for the #iwill campaign. This campaign, which is coordinated by the charity Step Up To Serve, aims to increase the proportion of children and young

people aged 10 to 20 taking part in meaningful social action to 60% by 2020. The #iwill fund brings together £40 million of seed funding from the government and the Big Lottery Fund to create a central investment pot, which has attracted £16 million of match funding from organisations such as Comic Relief, Pears Foundation and Sport England. We will encourage more heritage organisations to support the campaign and bid for funding to invest in heritage-related youth social action projects and initiatives.

The National Citizen Service (NCS) has engaged over 300,000 young people aged 16 and 17 since it began in 2011. NCS helps young people to make new friends, develop new skills for work and life, build their confidence and self-belief and give back to their communities through social action projects designed to tackle issues they have observed in their local area. We will explore with the National Citizen Service Trust how the heritage sector can help to support their aims for young people and encourage heritage organisations to engage in the delivery of NCS projects.

The heritage sector provides a wide range of employment opportunities for professionals and specialists, but it suffers from shortages of skills and expertise in traditional crafts, key historic environment specialisms and business management, including digital and information technology skills.

The Heritage Lottery Fund has invested over £57 million in its Skills for the Future programme to provide over 2,500 high-quality, on-the-job training placements. Over half the placements created so far have been for young people aged 16 to 25 across all forms of heritage, and the majority have moved into employment in the heritage sector following their placement.

We will work with heritage organisations to build on existing programmes and to examine ways of encouraging more people to consider careers in heritage, in order to provide the specialist and professional skills and expertise which the sector needs. We will encourage heritage organisations to work with Historic England, Arts Council England and the Institute for Apprenticeships to develop new apprenticeship standards for the heritage sector.

Heritage organisations have made great efforts to improve the diversity of their visitors, volunteers and employees. Evidence from the Taking Part survey shows that engagement by adults from black and minority ethnic groups is increasing, but it remains significantly lower than engagement by those from white ethnic groups. Similarly, adults from lower socio-economic groups are much less likely to engage with heritage than those from upper socio-economic groups.

Engagement by adults with a long-standing illness or disability is increasing, but it still lags behind engagement by the population as a whole. Further work is required to encourage more people from all sectors of society to engage with heritage and the historic environment.

The Mendoza Review of museums in England calls on museum leaders to consider how they can recruit and promote a diverse workforce that represents local communities and can help them to understand their audiences. We will encourage the heritage and museums sectors, which are intrinsically linked and overlap, to learn from each other and develop joint solutions where possible.

As part of our implementation of the Mendoza Review, we will ensure that museums are sharing best practice and working alongside the heritage sector to improve access for disabled people. We will work with disabled people's organisations to encourage more people with a long-standing illness or disability to engage with museums and heritage.

The Culture White Paper included a commitment to promote greater diversity in the heritage sector workforce. In response, Historic England has developed a Workforce Diversity strategy which includes positive action training placements. These placements will shortly begin their third round and have been extended outside London. They are offered to students from black and minority ethnic backgrounds who are hoping to gain further experience in the sector.

The Heritage Lottery Fund's Skills for the Future programme also aims to diversify the heritage workforce and is enabling more young people from diverse and disadvantaged backgrounds to train for careers in the heritage sector.

We will work with Historic England and the Heritage Lottery Fund to build on these initiatives and encourage more heritage organisations to offer training and development opportunities to people from underrepresented groups.

Modern technology is transforming the ways in which people can, and expect to, engage with heritage, and it is helping heritage organisations to collect more accurate data to understand their audiences better and target their offers more effectively to underrepresented groups. But many heritage organisations still lack the technology, skills and expertise to benefit from these opportunities. Through the Digital Culture Project, we will work with our partners to find ways to support heritage organisations to collect and use data effectively and responsibly, make more effective use of digital technology and develop their digital offer to attract and engage new and more diverse audiences.



## Case Study: Pride of Place

*"From the secret meeting places of more closeted and criminalised times, to the houses and headquarters of campaign groups and activists, through to the civic buildings that represent LGBTQ life becoming integrated with the rest of society; each brick, pane of glass and doorway tells a story. This project tracks the proud heritage of LGBTQ lives from all backgrounds, all areas and all eras."*

**Duncan Wilson, Chief Executive, Historic England**

Pride of Place was a joint initiative by Historic England and Leeds Beckett University's Centre for Culture and the Arts to uncover and celebrate places of LGBTQ heritage across England, ranging from the frontiers of Roman Britain to the gay pubs and clubs that remain important today. A key part of the initiative was an interactive crowd-sourced map on which members of the public placed thousands of pins to identify places which are relevant to LGBTQ heritage and history. As a result of the places identified, the government listed two new buildings: The Cabin at Bucks Mills near Bideford, which was shared by the artists and partners, Judith Ackland and Mary Stella Edwards, and the Chapel of St Anne at Saunton, Devon, which has a stained glass window created by artist and suffragette, Mary Lowndes. 14 places were also re-listed in light of their newly-discovered significance to LGBTQ history.



Chapel of St Anne, Saunton, Devon. © Historic England

## Case Study: The Canal and River Trust

*"I didn't realise how interested I was in history until I started with the Trust ... I was surprised just how exciting and broad the course was ... and [thanks to the training] I now have a full-time position as a waterway operative on the Leeds and Liverpool Canal."*

**Hayley Garrod, former Canal and River Trust trainee**

The lack of vocational qualifications and career pathways in the heritage sector is a barrier to diversifying the workforce, a problem which the Heritage Lottery Fund's Skills for the Future programme is helping to solve. The Canal and River Trust, custodian of thousands of historic buildings and structures, received a £600,000 grant to deliver 42 traineeships across England and Wales and developed a bespoke Level 2 qualification in Heritage Conservation and Restoration of Britain's Canals and Waterways. Trainees gained specialist skills in carpentry or lime, brick or stonework to support the maintenance of the historic waterways. The project successfully encouraged new entrants to the sector, including more women and young people from minority ethnic communities. Over half of the trainees are still with the Trust, with 21 of them moving into higher level apprenticeships.



*The Canal and River Trust trainees,  
Chloe (left) and Hayley (right).  
© Heritage Lottery Fund*



## Our heritage is international

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Our heritage is recognised and valued around the world. Every year, millions of people visit the UK to experience our historic towns and cities, magnificent cathedrals, World Heritage Sites and beautiful landscapes. Heritage tourism is estimated to have generated £16.4 billion in spending by domestic and international visitors in 2015. The UK is a world leader in heritage and cultural protection and in heritage science and research. The skills, knowledge and experience of our cultural institutions, academics and practitioners are in demand around the world.

As the UK leaves the European Union, we want to see the heritage sector maximising its potential as a key component of the UK's place in the world.

We will take account of the needs and interests of the heritage sector in the negotiations to leave, and establish a new relationship with the European Union. As part of this work, we will consider how future migration arrangements and potential funding schemes can help to support the protection of our heritage and the development of the heritage sector.

The UK's heritage organisations deliver education, training, consultancy, conservation and renovation programmes around the world. Many heritage professionals and practitioners from other countries come to the UK each year to develop their skills, learn about heritage protection and management in the UK, and benefit from the expertise of our heritage sector. We will work with Historic England and other partners to encourage and support public, private and voluntary sector heritage organisations to work internationally and create international partnerships and to increase their capacity to do so.

Historic attractions and places in both urban and rural areas across England are benefiting from the government's £40 million Discover England Fund, which supports the development of new bookable tourist products to make it easier for overseas visitors to plan and organise their visits and encourage them to see more of England beyond London. This is providing further valuable support for England's regional and rural economy.

We will work with and through the GREAT campaign and VisitBritain to promote our heritage and use it to encourage tourists, students, investors and businesses to choose to come to the UK.

Our World Heritage Sites possess outstanding universal value that transcends national borders. They represent some of the most exceptional heritage our country has to offer.

We will continue to support the protection and promotion of our World Heritage Sites and consider further nominations in the future. The Lake District recently became the UK's 31st World Heritage Site, and we plan to put Jodrell Bank, the earliest radio astronomy observatory in the world still in existence, forward for designation in the coming year.

We will work with heritage organisations to develop strategies which will ensure that the management and stewardship of our World Heritage Sites is consistent and best practice is shared across the UK. VisitEngland are currently scoping a project to examine how we can encourage more overseas visitors to explore our World Heritage Sites and make it easier for them to do so.

We will remain active in promoting and supporting measures to protect heritage and cultural property around the world. This is not just about protecting the world's heritage. It helps people to retain their history and their cultural identity, providing a focus for re-establishing and rebuilding local communities in the aftermath of conflict or natural disaster.

We have ratified the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and acceded to its two Protocols, and we will work with our partners to encourage more states to do so. Our armed forces are establishing a new Cultural Property Protection Unit, in accordance with our obligations under the Convention and as announced by the Secretary of State for Defence in April 2016.

In partnership with the British Council, we have established the £30 million Cultural Protection Fund, which is supporting projects to protect and conserve heritage at risk in the Middle East and North Africa. With support from the Fund, the British Museum is training Iraqi archaeologists and museum professionals to use the latest techniques and technology to help them recover and restore their country's rich heritage after years of devastating conflict.

As our cultural protection work overseas expands, we need to ensure that our response is managed and coordinated across government. We will set up a cross-government working group on cultural protection to oversee and coordinate our response to the need for assistance and support for cultural protection abroad.

## Case Study: England's Historic Cities

*"It has been fascinating to take a completely new approach to heritage interpretation and bring Lancaster Castle to life for people who may not usually be motivated to visit historic sites. We know that we need to broaden the appeal of heritage and our approach is being welcomed by the travel trade who are looking for a more immersive heritage product to sell to their customers."*

**Ruth Connor, Chief Executive, Marketing Lancashire**

England's 13 Historic Cities have secured a £1 million investment from the Discover England Fund for a new project to encourage more US visitors to visit regional England. The project will create practical itineraries that cluster the cities into a collection of trips that can be added to a stay in London, or taken as a standalone experience. An integral part of the project is a new approach to interpretation using augmented reality to bring the Historic Cities to life. The cities – Bath, Cambridge, Canterbury, Carlisle, Chester, Durham, Greenwich, Lancaster, Lincoln, Oxford, Salisbury, Stratford-upon-Avon and York plus Truro and Worcester as project partners – will be animated through storytelling by historical figures who guide visitors around the heritage properties telling tales of political intrigue, archaeological discovery, scientific innovation and grand adventure. The app is available for anyone to download, but marketing and distribution is mainly focused on younger visitors from the USA.



Lancaster Castle, Lancaster. © VisitLancashire.com

## Case Study: Syrian Stonemasonry Project

*"This project is about making a real difference to people's lives and to heritage. Here we are giving refugees a new skill, allowing them to contribute towards the conservation of their country's extraordinary heritage. But it gives them more than that: it gives them a purpose, pride and, most of all, hope..."*

### John Darlington, Project Lead, World Monuments Fund

The Cultural Protection Fund has awarded £536,671 to a project to develop stonemasonry skills in Syria and Jordan. The project is providing 30 Syrian and Jordanian trainees (24 of whom are Syrian refugees and 11 of whom are women) with traditional stonemasonry skills that can be used to repair conflict-affected heritage buildings. It aims to address a pre-existing expertise deficit in the Middle East and put the skills in place to repair heritage when peace comes to Syria. The students are being trained on a 42 week vocational course focussing on a range of topics relevant to traditional stonemasonry. Graduates from the programme will receive an accredited diploma upon completion, with a view to facilitating an easy entrance into the heritage workforce. If re-entry into Syria is not possible, entry into the heritage workplace in Jordan or the surrounding areas will also bolster the availability of needed skills.



*Stonemason student at work.  
© World Monuments Fund*

## Creating a sustainable and resilient heritage sector

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The size of the heritage sector and the breadth of interests which it encompasses mean that a variety of measures are needed to support the sector and ensure its continuing success. A sustainable and resilient sector needs to be outward-facing, innovative and enterprising, able to draw on funding from a range of public and private sources and to collaborate across organisations to share skills and expertise and build capacity.

Digital technology can help organisations to improve their resilience and capability through the development of new business models, better use of intellectual property, and speeding up business and management processes.

Funding and investment decisions must be based on sound financial planning, evidence and rigorous evaluation of the benefits of heritage. Organisations from across the heritage sector can help us to make the case for investment in heritage. We want to see the sector come together to develop the evidence base and create a common approach to evaluating the benefits of heritage.

The Culture and Sport Evidence programme (CASE) is a partnership between the Department for Digital, Culture, Media and Sport, Arts Council England, Historic England and Sport England. It is currently looking at how economic valuation techniques can be used to produce data on the value of cultural institutions which is strong enough to use in government business cases. We will consider how these techniques could be used effectively in and for the heritage sector.

Some of our national cultural organisations and institutions, including Historic England, the British Library, the National Archives and Historic Royal Palaces, have achieved Independent Research Organisation status with the UK Research Councils which invest around £3 billion in research every year. This allows them to apply direct to the Councils for funding.

Heritage organisations need to maximise their income from a range of public and private sources. Accessing new forms of funding presents both an opportunity and a challenge for the heritage sector. Catalyst, an £80 million scheme for the cultural sectors in 2012-15, which was jointly funded by the government, Arts

Council England and the Heritage Lottery Fund, helped cultural and heritage organisations to diversify their income streams, including building endowments, accessing more funding from private sources and developing their fund-raising capacity. The Giving to Heritage programme, which was supported by Catalyst, is estimated to have generated over £3 million from private and corporate sources for 43 heritage organisations.

Organisations such as the Architectural Heritage Fund (AHF) provide advice, investment options and grants to heritage organisations. Since 1976, the AHF has awarded loans with a total value of £124 million to nearly 900 projects across the UK. Over the last 15 years, thanks to AHF support, over 350 community services and over 500 commercial businesses have been assisted to re-use historic buildings and 1,000 people have received training in business management including fundraising. AHF's more recent focus on assisting community and social enterprises to adapt historic buildings is now helping to widen the social impact and economic benefits of heritage.

We know that demand far outstrips supply and we want to maximise the ability of the heritage sector to benefit from schemes similar to those which operate in other cultural sectors. Schemes such as The Arts Impact Fund demonstrate the potential for impact investment by providing repayable finance to arts organisations with ambitions to grow, achieve great artistic quality and have a further positive impact on society.



*Underwater archaeology off the Farne Islands, Northumberland. © Crown Copyright*

We will work with Historic England, the Heritage Lottery Fund, the Architectural Heritage Fund and other partners to examine ways of supporting heritage organisations to generate income from philanthropy, crowdfunding and forms of repayable finance and to encourage greater sharing of expertise and experience in accessing these sources of funding.

National Lottery funding is crucial for the heritage sector. Since 1994 the Heritage Lottery Fund has invested over £7.7 billion and supported over 42,000 projects to conserve, restore and improve access to heritage and historic places across the UK and to encourage many thousands of people to engage with their local heritage. We will continue to support our heritage through the National Lottery.

We will continue to keep under review the tax and other financial incentives available for the conservation, repair and maintenance of historic buildings.

The government introduced a Social Investment Tax Relief in 2014 and this year we have expanded it. We understand there are concerns from heritage organisations about rule changes that came with the expansion. The government is committed to reviewing the effectiveness of the changes within two years of the enlargement.

Our places of worship are facing a range of challenges. Many churches have congregations of fewer than 10 people, and 75% of grade I listed churches are in rural areas where only 20% of the population lives. While many remain active community hubs, providing organised activities to address a range of social needs, including loneliness, homelessness, unemployment and family breakdown, they face challenges in sharing and spreading good practice whilst at the same time ensuring sustainable maintenance and funding of these exceptional buildings.

The English Churches and Cathedrals Sustainability Review was set up in 2016 to examine how church buildings and cathedrals in England can become more financially sustainable. Its recommendations will be key to encouraging a more coherent approach to supporting these important historic buildings.

We will continue to provide support for listed places of worship through the Listed Places of Worship Grant Scheme. This UK-wide scheme was established in 2001 to provide grants towards VAT paid on repairs and maintenance to listed buildings that are used principally as places of worship. It applies to all faiths and denominations. Since 2001 almost £230 million has been paid out to support the repair and maintenance of listed places of worship across the UK.

As public sector organisations move out of buildings that are no longer needed or suitable for them, opportunities are opening up for heritage organisations and community groups to take over and make use of historic buildings in their communities, often ensuring continued public access to them. We will ask Historic England to help public bodies make informed decisions about disposal of their historic assets, to work with heritage organisations to find new and appropriate uses for these buildings, and to develop strategic advice to support community groups that wish to take them on.

We will implement the recommendations of the Heritage Lottery Fund review. In 2018, we will carry out a review of Historic England, and we will review the financial sustainability of the English Heritage charity.

We will implement relevant recommendations from the Mendoza Review of museums and the Digital Culture Project. We will ensure that the findings and learning from these reviews are shared with the heritage sector.

Above all, we want to see more joint-working and partnerships at all levels between government, local authorities, national organisations, higher education institutions and the wider heritage sector to build and make the case for heritage and to help the heritage sector become more resilient and sustainable. We will work with our partners to promote greater cohesion and closer links across the heritage sector. We will encourage heritage organisations to continue working together and with organisations in other sectors to develop synergies, share skills, expertise and functions such as digital and information technology, procurement, finance and human resources, and identify and promote best practice.

At government level we will continue to emphasise the value of the historic environment and its role in creating great places to live, work and visit. We will create a new Heritage Council, chaired at Ministerial level, to ensure greater co-ordination and a strong voice for heritage within government. The Heritage Council will help us to collaborate, exchange ideas and build consensus in areas such as planning, environmental protection, social and economic development, education, health and wellbeing, and international development.



## Case Study: The Sunbathers

*"Thank you for all the work you have done to bring The Sunbathers back to the Festival Hall. My father, I know, would have been over the moon to know they will stay in this lovely hall where they can be seen by everyone."*

**Ann MacIntyre, daughter of artist Peter Laszlo Peri**

In 2016, Historic England launched a crowdfunding campaign to restore The Sunbathers and put it back on display near to its original home on the South Bank. This sculpture by Peter Laszlo Peri once hung on the entrance to Waterloo Station to welcome visitors to the Festival of Britain in 1951. Dylan Thomas wrote about "the linked terra-cotta man and woman fly-defying gravity and elegantly hurrying up a W.C. wall". The sculpture was discovered in a hotel garden in south London, chipped, broken and missing limbs, after Historic England issued a public call for information on missing public art. The £15,000 funding target was reached in just five days, with an additional £7,326 raised over the 35-day campaign, and this was match-funded by the Heritage Lottery Fund, NESTA and the government.



*The Sunbathers.*  
© Historic England

## Case Study: Clevedon Pier

*"The blend of a loan from the AHF and the purchase of shares in our newly formed Community Benefit Society was invaluable to the success of this project. The Trust, by building the new Visitor Centre, has ensured the future viability of the Pier and we are extremely grateful for the support provided by the AHF".*

**Phil Curme, Chairman, Clevedon Pier & Heritage Trust Ltd**

Clevedon Pier is the only intact Grade I listed pier in the UK. Sir John Betjeman described it as the most beautiful pier in England. Recognising that the pier's appeal to visitors and the local community needed to be enhanced in order to sustain it in the long term, the Clevedon Pier and Heritage Trust formulated a plan for further income-generating opportunities, and in 2012 approached capital funders and the Architectural Heritage Fund (AHF) for further working-capital finance. A total of £140,000 was provided by AHF to facilitate cash-flow. The community contributed £250,000 from around 1,100 investors toward the Community Share issue, and in March 2016 the AHF purchased a further £80,000 worth of shares with the direct help of government funding. The pier now offers a hands-on visitor experience on Clevedon and its surroundings, a restaurant and shop and is a venue for parties, meetings and events – all without compromising the setting of the Grade I listed structure.



*Clevedon Pier, by O'LearyGoss Architects.  
© Image by Fotohaus*



